

Mr. L. Meyer

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J. E. Wickham

The 9th Market Survey of FTC and TITL versus Philip Morris Data

The tar data reported by the Federal Trade Commission (9th Market Survey) were higher than similar data generated by TITL (on same sample) and Philip Morris Research (on different sample). The nicotine data reported by the FTC were lower than that reported by TITL or Philip Morris. The Philip Morris nicotine data were higher than that reported by TITL. Graphs showing these various comparisons are attached.

In the past, Philip Morris has been lower in tar delivery and higher in nicotine delivery than either FTC or TITL (see Market Survey #8 Data).

Market Survey #9

Average of All Brands

	FTC	PM	TITL
FTC Tar, mg/cigt	18.9	18.3	18.0
Nicotine, mg/cigt	1.20	1.29	1.24

Market Survey #8

Average of All Brands

	FTC	PM	TITL
FTC Tar, mg/cigt	18.6	18.1	18.4
Nicotine, mg/cigt	1.17	1.25	1.22

JEW/ar

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